Uruguay

The Purple Land

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Uruguay

the Purple Land

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MONTEVIDEO TELEPHONE CLUB BUILDING

This attractive house surrounded by luxuriant gardens is typical of the beauty which makes the people of Uruguay so proud of their capital city

URUGUAY

THE PURPLE LAND

URUGUAY is one of the most progressive and prosperous countries in South America. Situated in the southeastern region of this continent, between Brazil and Argentina, with an extensive coast line on the Atlantic Ocean and on the great Río de la Plata, it is a leading country in South America although the smallest independent state. Uruguay is responsible for some of the most advanced reforms along social and educational lines; the credit of this country is excellent, and it is wealthy, with an estimated per capita value of about $1,500. In addition, Uruguay is a very charming country where one would like to make one's home, the cities are so modern and comfortable, the countryside so pleasant and homelike.

Indeed, Uruguay is probably one of the countries in the world most generously endowed by nature. The wide rolling plains are well irrigated by many rivers and are splendid pasture land. Wrapped in a soft purple haze in the distance and dotted with wide patches of purple flowers, the *campo*, or countryside, inspired W. H. Hudson, the English writer, to give this garden-like country the name of *The Purple Land*.

Uruguay comprises about 72,000 square miles of territory, being somewhat larger in area than New England. The country is almost completely surrounded by water, the Atlantic Ocean and

NEPTUNE'S FOUNTAIN IN RODÓ PARK, MONTEVIDEO

LAKE IN THE POPULAR PRADO PARK, MONTEVIDEO

AVENUE IN THE BOTANICAL GARDENS, MONTEVIDEO

THE ROSE GARDEN IN PRADO PARK, MONTEVIDEO

the estuary of the Río de la Plata making a coast line on the south and the east, the Uruguay River forming the western boundary, Lake Mirim and the Cuareim River lying on the boundary between Brazil and Uruguay to the northeast.

The climate of Uruguay is mild, the temperature never dropping much below 53° F. in the winter or rising above 73° F. in the summer. As in other countries in the southern hemisphere, the seasons are the reverse of ours, the summer months being from December to March, and the winter from June to September. To the equable climate is largely due this country's pastoral and agricultural preëminence. In journeying through the *campo* one is struck by the fact that in spite of the presence of thousands of grazing cattle and sheep there is scarcely a barn to be seen, because the mild climate makes it unnecessary to provide cold weather quarters for the animals. For the same reason crops are almost constant, since the ground is never frozen by hard frosts. There is an adequate rainfall also at all times of the year. Obviously Uruguay is a herdsman's and husbandman's paradise. The climate is perfect, the soil unusually fertile, the grazing lands rich and plentiful, in fact, all the natural conditions seem to be combined in Uruguay to make this country prosperous.

HISTORICAL NOTES

THE territory that was to become the Eastern Republic of Uruguay (Banda Oriental del Uruguay) was discovered in 1515 by the Spanish navigator, Juan Díaz de Solís. Disembarking near the Island of Martín García, he was the first white man to set foot in Uruguay. But the daring of the explorer cost him his life, for on his next visit he and all his party met their deaths at the hands of the savage Charrúas.

Five years later a ship of Magellan's fleet, sailing under orders of Charles I of Spain, entered the mouth of the Río de la Plata near the present site of Montevideo and it is said that from the pilot's cry, "*Monte vide eu!*" (I see the mountain) this city later took its name. In 1527, Sebastian Cabot came upon the sea-like estuary of the Plata, pushed up-stream to the confluence of the San Salvador and Uruguay Rivers, and founded the settlement of San Sebastián. Uruguay had been born.

But it was not until the Jesuits began to arrive in the new region in 1624, that permanent settlements were made. The region

HALL OF LOST STEPS IN THE LEGISLATIVE PALACE

THE LEGISLATIVE PALACE OF URUGUAY, MONTEVIDEO

NATIONAL SCHOOL OF LAW AND COMMERCE, MONTEVIDEO

then came under the jurisdiction of the governor of Paraguay, and later of the viceroy of the Río de la Plata.

Beginning in 1680, the advancing pace of colonization in Uruguay was marked by the breaking out of war with the Portuguese established in Brazil to the north. This struggle brought into the foreground, for the first time in the history of America, the existence of the new race engendered by Spain. Spaniards and natives fought the invaders on an equal footing. For the next two centuries, Spain and Portugal contended for the country, but in 1777 it was finally ceded to Spain.

The struggle for independence in Uruguay had its official beginning on February 28, 1811. The famous Uruguayan general, José Artigas, led his country in a victorious campaign and Uruguay was made a part of the United Provinces of the Río de la Plata. But the struggles of this valiant country were not yet concluded. The territory was again claimed by Brazil and it was not until July 18, 1830, that a constitution for an independent Uruguay was finally promulgated. Four months later General Fructuoso Rivera was inaugurated first president of Uruguay.

From that period until today, Uruguay has not halted in her progress in spite of some political disturbances and other natural growing pains of a young nation, and it is today politically one of the most progressive and well-organized nations in the world.

Uruguay is divided into 19 departments and each is governed by a representative assembly and one or more administrative councils. The country has a total population of 1,808,000, according to an estimate made in 1928, and an area of 72,153 square miles, about twenty-six people to the square mile.

The government of Uruguay is representative and democratic in form and authority is vested in executive, legislative, and judicial branches.

The executive power of Uruguay is in the hands of the Presi-

dent and the National Council of Administration. The President is elected by direct vote of the people for a four-year term and he is ineligible for re-election during the succeeding eight years.

MONUMENT TO GENERAL JOSÉ G. ARTIGAS, MONTEVIDEO

The National Council of Administration is made up of nine members, also elected directly by the people. Their term of office is for a period of six years, one third of the number being elected every two years. This Council is given all executive powers which are

PREPARATORY AND SECONDARY SCHOOL BUILDING, MONTEVIDEO

not held by the President, such as the control of Public Works, Labor, Industries, Public Instruction, the Treasury, Charities and Public Health. It also prepares the annual budget and reports to the General Assembly upon the collection and expenditure of the public revenues.

The legislative power is held by the General Assembly, which consists of a Senate and a House of Representatives. The Representatives are elected for a three-year term by direct popular vote; the Senators are elected indirectly, one from each department.

URUGUAYAN INDUSTRIES

THE principal source of wealth in Uruguay is in the well-developed pastoral and cattle industry. The greater part of the republic consists of vast rolling plains which afford excellent pasturage and it is estimated that 60 per cent of the total area of the country is devoted to stock raising aside from mixed stock and crop farms and ranches, which comprise an additional 20 per cent of the territory. Over 80 per cent of the export trade is in connection with the live-stock industry, the leading pastoral and cattle products exported in the order of their importance being wool, frozen and preserved meat, hides and skins, live stock. Uruguay is, as a matter of fact, the second largest exporter of beef and beef products in the world.

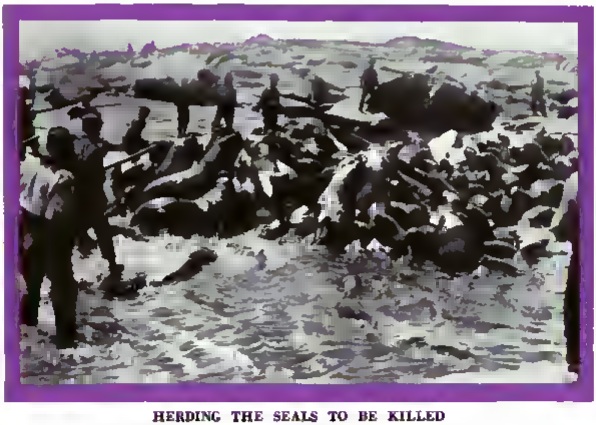
The cattle industry of Uruguay is said to have had its beginning with the few animals brought to the new land by the first colonists. In 1851, the live-stock industry received a vigorous impulse. With the droves of cattle and flocks of sheep from the ranches that had remained undisturbed during the wars on the western frontier, the lands that had been devastated were restocked and other ranches established. This same period marked the establishment of the slaughter houses and beef-curing plants which gave rise to the export of *tasajo* (dried and compressed meat). At this same time the native pastoral stock was greatly improved by the importation of Angora and Cashmere goats, and of Merino and Rambouillet rams.

In 1861, George Giebert invented a process for preparing a concentrated meat extract containing all the food values of meat. Later the celebrated chemist, Justino von Liebig, discovered the chemical formula for the extract which bears his name. In view of the value of this discovery, there was formed in London, in 1865, a corporation capitalized at a half million pounds sterling

SHEEP ON THE URUGUAY PLAINS

CATTLE READY TO BE SHIPPED

GROUP OF SEALS ON SEAL ISLAND



HERDING THE SEALS TO BE KILLED

A PROSPEROUS CATTLE RANCH

which installed a plant at Fray Bentos in Uruguay. At the present time, this company slaughters a thousand steers daily during the six months of its season, employing 1,800 skilled workmen.

An association of cattlemen built, in 1903, the Frigorífico Uruguay in order to refrigerate meat by the process invented two years previously by the French scientist, Tellier. Seven years later this establishment was taken over by new managers, its capital increased and its production brought up to 1,000 head of steers slaughtered daily for export alone. In 1912, the Swift Company installed in Uruguay one of the largest refrigerating plants in South America. Subsequently another plant known as the Artigas was built. Today there are four large packing houses in Uruguay, two American, one British, and one native-owned. The latter is called the Frigorífico Nacional and was formally

JERKED BEEF PLANT IN SALTO

opened in July, 1929. The following figures show the growth and extent of the live-stock industry:

Live-Stock Slaughterings at the Packing Houses

Year	*Cattle*	*Sheep*
1925	648,000	456,000
1926	725,000	1,234,000
1927	689,000	1,495,000
1928	697,000	835,000
1929	880,000	1,878,000

Today the export of frozen and chilled beef from Uruguay averages 104,000 metric tons a year; canned beef and mutton, 21,000 metric tons; frozen mutton, 18,000 metric tons; wool, 53,600 metric tons; salted or smoked beef, 10,900 metric tons;

THE HEADQUARTERS BUILDING OF ALL AMERICA CABLES, INC., MONTEVIDEO

PRESIDENT CAMPISTEGUY OPENING URUGUAY-ARGENTINA TELEPHONE SERVICE

GUESTS AT OPENING OF THE URUGUAY-ARGENTINA-CHILE TELEPHONE SERVICE

LINER IN MONTEVIDEO DOCKS

DOCKS IN MONTEVIDEO HARBOR

dried and salted cattle hides, 28,200 metric tons; and from 90,000 to 150,000 cattle, about 250,000 sheep, and 3,500 horses, all on the hoof.

In spite of the fact that Uruguay is today one of the greatest live-stock producing countries in the world, agriculture is rapidly coming to the fore. The excellent topographical and climatic features of Uruguay are responsible for the great fertility of the soil and irrigation is no problem on the plains watered by a very complete system of rivers, or in the highlands amply moistened by rains. About 5 per cent of the territory of Uruguay is devoted to crop-raising farms, but in addition there is 20 per cent of the land, as before noted, devoted to mixed stock and crop farms. The progress that has been made in this direction is evidenced by the fact that whereas prior to 1924, the products of the agricultural industry contributed only 2.5 per cent of Uruguay's exports, in 1928 these products made up about 14 per cent of the export trade. Wheat is the most important agricultural crop, the average production during the period 1926-1928 amounting to 371,000 metric tons. Maize is the next crop in importance, followed by linseed, oats, potatoes, and a number of other products of lesser importance. The cultivation of tobacco is rapidly increasing, the output having almost doubled during the past few years.

The subsoil, according to surveys recently conducted, contains rich deposits of minerals, although mining is little developed. Iron, copper, lead, and antimony are found in the Department of Minas, and gold in Rivera. In this latter state, and in the localities of Corrales, San Gregorio, and Cuñapirú, deposits of gold-bearing quartz are present. Other regions contain beds of anthracite, graphite, mineral wax, gypsum, chalk, ochres, sulphur, silicate of magnesium, and sulphate of baryta. Perhaps the most

READY TO STRING TEN TELEPHONE WIRES AT A TIME, URUGUAY

LOADING POLES FOR THE MONTEVIDEO-COLONIA TELEPHONE LINE

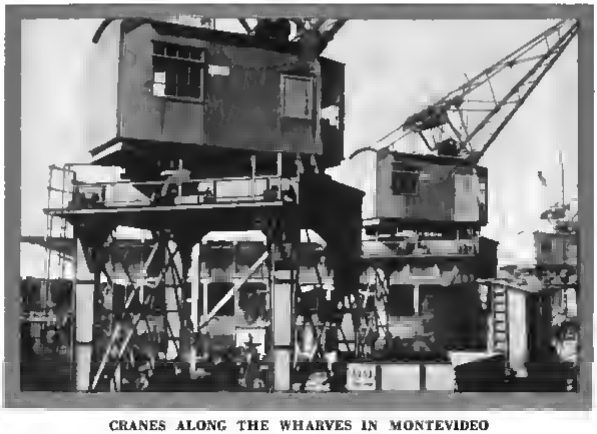
WORKMEN OF THE MONTEVIDEO TELEPHONE COMPANY IN CAMP

POLES FOR THE NEW MONTEVIDEO-COLONIA TELEPHONE LINE

important mineral now mined, however, is talc, which is found principally in the Department of Colonia. There are extensive strata of bituminous schists.

On a per capita basis Uruguay ranks high among the Latin American countries in foreign trade. The per capita exports in 1928 amounted to $58, the fourth highest in Latin America, while imports were $54 per capita.

The country has enjoyed a prosperous growth in recent years, characterized by the development of the live-stock and agricultural industries, the two principal sources of income. This is readily shown in the average annual export figure of $99,249,000 in the three years which ended in 1928, compared with $87,664,000 in the preceding three years. These figures show a notable increase and are sufficiently eloquent of the constant and rapid progress of this enterprising and prosperous republic.



CRANES ALONG THE WHARVES IN MONTEVIDEO

RAPID COMMUNICATIONS

THE rapid development of Uruguay during the past ten years would not have been possible without adequate means of rapid communications.

Telephone service within Uruguay is provided mainly by the Montevideo Telephone Company, Limited, and the Sociedad Cooperativa Telefónica Nacional, both of which became associated with the International System in 1927. The latter operates in Montevideo and has lines connecting that city with towns in the Departments of Florida, Canelones, and San José. The Montevideo Telephone Company, Limited, supplies telephone service throughout these departments as well as to Colonia and Montevideo. The installation of a complete automatic telephone system in Montevideo and the extension of modern telephone service throughout the Republic of Uruguay is the Company's goal.

An important step in the development of Uruguay's international communications took place on April 3, 1930, when President Juan Campisteguy spoke with President Herbert Hoover of the United States at the inauguration of radiotelephone service over the first two-way circuit linking the continents of South and North America.

The southern end of the new circuit is operated from stations of the Compañía Internacional de Radio (Argentina), an associated company of the International Telephone and Telegraph Corporation, at Hurlingham and Plátanos, near Buenos Aires. Land lines across the Andes make the service available to subscribers of The Chili Telephone Company in Santiago, while a submarine telephone cable under the Río de la Plata to Colonia, in Uruguay, and land lines connect Montevideo with the Argentine radio station. In the Uruguayan capital, all telephones of the Montevideo Telephone Company are joined to the circuit.

INAUGURATION AT MONTEVIDEO OF RADIOTELEPHONE SERVICE WITH NORTH AMERICA

The international service not only links more than 250,000 telephones in Uruguay, Argentina, and Chile with the United States and Canada, but also with Mexico and, by submarine cable, with Cuba, so that now about 21,600,000 subscribers in the four countries to the north are linked with those in these three countries of South America.

This new link between the American continents is the third major development by which Uruguay's external communications have been extended during the past two years. In June, 1928, telephone service connecting Uruguay with Argentina and Chile was inaugurated, making possible the first regular international service in South America. This was followed in the latter part of 1929 by the union of Uruguay and Argentina with Spain by radiotelephone, bringing into existence the most extensive telephone

system in the Spanish-speaking world. The service is available to subscribers of associated companies of the International Telephone and Telegraph Corporation in the four nations and is to be extended to other South American and European countries.

All America Cables, Incorporated, which became associated with the International Telephone and Telegraph Corporation in 1927, has provided Uruguayan cable service since 1919. Its triplicate lines reach out from Montevideo to the principal cities of the east and west coasts of South America, and extend through Central America and the West Indies to the United States. Thus this network of lines connects Uruguay telegraphically with her Latin American neighbors, and, in addition, furnishes instantaneous service to the United States and thence by connecting land lines and undersea cables to practically the entire civilized world.

ADDING A CROSSARM ON THE MONTEVIDEO-COLONIA LINE

PLAZA LIBERTAD IN THE URUGUAYAN CAPITAL

PARTIAL VIEW OF THE CITY OF MONTEVIDEO

MONTEVIDEO AND OTHER IMPORTANT CITIES

THE story of Uruguay is written in the annals of the capital, Montevideo, and the progress of this city parallels that of the country at large. Seven families sent across the Río de la Plata in 1726 by Zabala, Governor of Buenos Aires, founded the city of San Felipe de Montevideo, and planted the seed of independence which reached fruition in the Republic a century later.

Steamers from the ports of all countries of the world now lie in the roadstead. Montevideo has improved her harbor at a cost of thirty million dollars, and is now a regular port of call for ships from the United States and Great Britain. One lands in a city of nearly 700,000 inhabitants, the largest center of the republic, busy with the commerce of a capital. From here are shipped the products of the country brought down from the interior by rail or by river boat.

Montevideo has developed enormously during the last decade

AIR VIEW OF THE URUGUAYAN CAPITAL

PAYSANDÚ, SECOND CITY OF URUGUAY

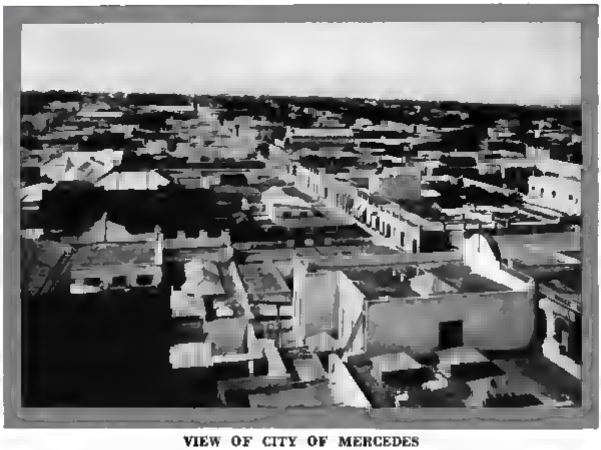
SALTO, SITUATED ON THE URUGUAY RIVER

SARANDÍ STREET, MONTEVIDEO

until it is now one of the most beautiful capitals in the Americas. One is struck by the spaciousness of the city. Its main avenues are wide and long, and are lined with shady trees. The parks, among which the Rodó and the Prado are the largest, and the plazas, bring to this active business center something of the open plains which lie to the north. The Cathedral, the University, the Government Palace, and other public buildings have beauty without pretentiousness, utility without drabness. They reflect the substantial, independent character of the people.

The city is admirably supplied with power facilities. One of the first cities in South America to be lighted by electricity, it has today street illumination by powerful arc lamps equal to that of any South American capital. There is excellent street-car service between urban and suburban points, as well as autobus lines.

Montevideo, as the largest commercial and industrial center



VIEW OF CITY OF MERCEDES

in the Republic, has factories for cement, tile, brick, coke, furniture, boots and shoes. Of paramount importance are those industries relating to the preparation and export of meat and meat products, and there are extensive packing houses near the city. Flour mills, machine shops, steel foundries and mills for linen, cotton, and wool are among the other industrial establishments. In fact, most of the industries are centered in the Department of Montevideo (about 70 per cent of the total number). In 1926 Montevideo had 4,468 industrial establishments with 53,380 regular employees.

The capital is the terminus for the more than 1,654 miles of railroads in Uruguay which radiate from the city to the northwest, north, and northeast. Supplementing the railroads are the highways or national roads which have been greatly improved and are almost all macadamized. The Plata and Uruguay Rivers

CAGANCHA SQUARE, MONTEVIDEO

SKYSCRAPER IN MONTEVIDEO

contribute most extensively to the seven hundred miles of navigable waterways, and river traffic is also found on the Paraná, the Río Negro, and the Paraguay.

Besides being the capital of a prosperous nation, the emporium of the country's import and export trade, and an industrial center, Montevideo is also one of the most famous summer resorts south of the equator. The mildness of the climate, the brightness of Montevidean skies, and the beauty of the beaches attract people from near and far. Of the many fine beaches the most noted are Pocitos, Ramírez, Capurro, and Carrasco. Pocitos and Carrasco are perhaps the most fashionable and exclusive. They are only three miles from the center of the city and can be reached in about twenty minutes by street car. All these beaches are amply provided with amusements and are extremely popular.

JULY EIGHTEENTH AVENUE, MONTEVIDEO

During the winter Montevideo has a busy theatrical season. Such theaters as the Urquiza, the Albéniz, the 18 de Julio, the Zabala, and the Royal offer performances by many of the world's leading artists, while concerts are given in the halls of La Lira and the Instituto Verdi. There are some eighty additional halls devoted to moving pictures and similar entertainments.

As one surveys this modern city which is so worthy to be the capital of a progressive republic of the modern age, it is difficult to realize that only two hundred years ago, Montevideo consisted of forty-two buildings—two of stone and forty of hide!

Three important cities on the Uruguay River are Paysandú, Salto, and Fray Bentos. Paysandú is the second city in commercial importance in Uruguay. Situated on the east bank of the Uruguay River, it is one of the chief centers of the meat-packing

INDEPENDENCE PLACE, MONTEVIDEO

POCITOS BEACH, FASHIONABLE SEASIDE RESORT

SAILING SHIPS IN THE HARBOR OF MONTEVIDEO

A HOLIDAY CROWD ON THE SANDS AT POCITOS

BATH HOUSES ALONG THE BEACH AT POCITOS

and frozen meat industry. Salto, situated still further north on the Uruguay River, is a live-stock and agricultural center; in addition, it is the center of a fruit-growing region and is an im-

PIRIÁPOLIS, A POPULAR WATERING-PLACE

portant wine-producing district. Fray Bentos, some two hundred and fifty miles from Montevideo on the Uruguay River, is also occupied, as is Paysandú, with the meat-packing industry. Lying very near Fray Bentos is Mercedes, another agricultural and live-stock center. This town is also a noted health resort.

Artigas, Rivera, and Treinta y Tres are three towns in the east of Uruguay near the Brazilian frontier. Artigas, which is some five hundred miles from Montevideo, is a cattle and agricultural

SEALS ON THE ROCKS AT SEAL ISLAND

center. Rivera is a very interesting little town right on the Brazilian frontier and is divided just by a plaza from the Brazilian town of Sant' Anna do Livramento. Treinta y Tres is another picturesque town and is the terminal of the Central Railway.

One of the most popular resort towns in Uruguay is Colonia.

Situated some hundred and fifty miles from Montevideo on the River Plata, it lies almost directly opposite the Argentine capital of Buenos Aires and attracts many visitors.

Two towns connected with the mining industry are Lavalleja, which was formerly called Minas and near which are mines and quarries, and Melo, further north in the Department of Cerro Largo, which besides being a pastoral and agricultural center has granite, coal, and metal quarries and mines near by.

Maldonado, a small port on the Atlantic Ocean, is very actively engaged in the seal-fishing industry. This town is about five and a half hours by rail from Montevideo and on the trip one passes through many lovely seaside resorts such as Solís, La Floresta, Atlántida, and Piriápolis. Atlántida and La Floresta are not very far from Montevideo and may be reached by motor as well as by the Maldonado railway line. Solís is some sixty miles from the capital and Piriápolis is about seventy miles distant. The latter is connected by steamer with Montevideo in summer.

GATEWAY IN RODO PARK, MONTEVIDEO

HOW TO GO TO URUGUAY

By Air

From NEW YORK *to* MONTEVIDEO—(New York, Rio & Buenos Aires Line, Inc.)—Weekly service—7 days—$880—via Miami, Fla., Cuba, Haiti, Dominican Republic, Porto Rico, St. Thomas, Antigua, St. Lucia, Trinidad, British and Dutch Guiana, and Brazil.

From BUENOS AIRES *to* MONTEVIDEO—(New York, Rio & Buenos Aires Line, Inc.)—Two trips daily—1¾ hours—$14.

By Water

From NEW YORK *to* MONTEVIDEO—Fortnightly passenger service

Furness Prince Line,
34 Whitehall Street, New York, N. Y. (17 days)
Lamport & Holt, Ltd.,
26 Broadway, New York, N. Y. (21 days)
Munson Steamship Line,
67 Wall Street, New York, N. Y. (17 days)
García & Díaz (Línea Sud-Americana, Inc.),
17 Battery Place, New York, N. Y. (17 days)

From RIO DE JANEIRO *to* MONTEVIDEO—Daily service—Various European and local companies—(3 or 4 days).

From BUENOS AIRES *to* MONTEVIDEO—Daily and nightly service.

Compañía Argentina de Navegación—$10 (8 hours)
Compañía Uruguaya de Navegación—$10 (8 hours)

There is regular service three times weekly between Asunción, Paraguay, and the ports on the Paraguay, Paraná, and Uruguay Rivers.

By Rail

There is railroad service from Argentina, Brazil, Chile, and Paraguay, to Uruguay.

HOTELS IN MONTEVIDEO

Parque Hotel	Parque Rodó
Hotel Lanata	Sarandí, 588
Hotel Alhambra	Bartolomé Mitre, 1363
Hotel Pocitos	Playa de Pocitos
Hotel Colón	Rincón, 640

RESORT HOTELS

Hotel Carrasco	Playa de Carrasco, Montevideo
Balneario Solís	Playa de Solís
Hotel Piriápolis	Piriápolis
Hotel Biarritz	Punta del Este
Hotel España	Punta del Este

INTERNATIONAL SYSTEM IN URUGUAY

TELEPHONE OPERATING

MONTEVIDEO—*Sociedad Cooperativa Telefónica Nacional—Plaza Independencia.*

Montevideo Telephone Company, Limited—Calle Ituzaingó, 1379.

CABLE OPERATING

MONTEVIDEO—*All America Cables, Incorporated—Zabala, 1451.*

INTERNATIONAL TELEPHONE & TELEGRAPH CORPORATION AND ASSOCIATED COMPANIES